



Wednesday 22 March 2017

## IMPORTANT RETAIL COMMUNICATION

### Anzac Coin Promotion

#### **ANZAC COINS PROMOTION**

Australians have always had a special connection with the ANZAC legend and every year the ANZAC spirit seems to grow from strength to strength. This spirit coupled with the reality that Australians are still involved in conflicts today re-establishes the importance of keeping the ANZAC legend alive.

In 2017 we will celebrate the ANZAC legend with an exclusive 14 part coin collection which includes 4 x 25c unique copper coins produced by the Royal Australian Mint.

The collection 'Legends of the Anzac: 14 military medals' will focus on medals awarded to Australians during the last 100 years of war. Medals recognised will be a mixture of Australian and imperial medals with a focus on telling the personal stories of recipients of these medals.

- Sunday March 26: First Coin and collectors case free with purchase of the Sunday Times
- Monday March 27 – April 9: Coins 2-14 available for \$3.00 (RRP inc GST) with purchase of the paper
- **NOTE: THERE IS NO COIN ON FRIDAY 31<sup>ST</sup> MARCH**

#### **TARGET MARKET**

**Primary** – Parents and grandparents purchasing for their children and grandchildren as well as themselves

**Secondary** - Children aged 7-12 years and coin collectors

#### **COIN ORDER**

Day	Coin No	Date	Medal	Paper	Cost	Cost of paper
Orange = Copper Coin						
Sunday	1	26/03/2017	Victoria Cross	The Sunday Times	\$ -	\$ 2.70
Monday	2	27/03/2017	Star of Gallantry	West Australian	\$ 3.00	\$ 1.50
Tuesday	3	28/03/2017	Distinguished Service Cross	West Australian	\$ 3.00	\$ 1.50
Wednesday	4	29/03/2017	Nursing Service Cross	West Australian	\$ 3.00	\$ 1.50
Thursday	5	30/03/2017	Military Cross	West Australian	\$ 3.00	\$ 1.50
<b>NO COIN ON FRIDAY 31<sup>ST</sup> MARCH</b>						
Saturday	6	1/04/2017	Distinguished Flying Cross	Weekend West	\$ 3.00	\$ 2.70
Sunday	7	2/04/2017	Medal for Gallantry	The Sunday Times	\$ 3.00	\$ 2.70
Monday	8	3/04/2017	Distinguished Service Medal	West Australian	\$ 3.00	\$ 1.50
Tuesday	9	4/04/2017	Victory Medal	West Australian	\$ 3.00	\$ 1.50
Wednesday	10	5/04/2017	1939-45 Star	West Australian	\$ 3.00	\$ 1.50
Thursday	11	6/04/2017	Australian Active Service Medal 1945-1975	West Australian	\$ 3.00	\$ 1.50
Friday	12	7/04/2017	Australian Operational Service Medal - Greater Middle East Operation	West Australian	\$ 3.00	\$ 1.50
Saturday	13	8/04/2017	Australian Defence Medal	Weekend West	\$ 3.00	\$ 2.70
Sunday	14	9/04/2017	George Cross	The Sunday Times	\$ 3.00	\$ 2.70



**HOW IT WORKS**

- From Sunday March 26 – Sunday April 9 (excluding March 31), readers can collect their Anzac Coin with the token in *The West Australian*, *The Weekend West* and *The Sunday Times*.
- Customers who purchase TST on March 26 will receive a Free Collector case and the first coin – Victoria Cross for FREE.
- Readers can then purchase the remaining coins with the respective copies of *The West Australian*, *The Weekend West* and *The Sunday Times* for \$3.00 plus the cost of the newspaper
- The special copper coins are available with the weekend papers to drive weekend circulation.
- Readers must tear out the token in the paper and take it to a participating retailer to redeem.
- Participating retailers include newsagents and IGA Supermarkets

**MARKETING SUPPORT**

- The campaign will be supported via
  - TV – Ch. 7 & GWN
  - Segments in WA Weekender and The Morning Show
  - Radio – Nova, 94.5, 92.9, 6PR, Regional radio.
  - Digital advertising across google and PerthNow and The West
  - Point of sale in newsagents and IGA Supermarkets
  - Editorial support
  - Microsite:
    - [www.thewest.com.au/discoverthestories](http://www.thewest.com.au/discoverthestories)

**POSTERS and additional POS will be supplied**

**The West Australian    Sunday Times**

**\$2.70**

**The West Australian    Sunday Times**

**\$5.70**